

EUGENE AIRPORT PUBLIC COMMUNICATION PROGRAM

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at the direction of Eugene Airport

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Version 1.0



PREFACE

The Eugene Airport Master Plan Update provides airport management and the City of Eugene with a strategy to develop the airport. The last comprehensive Master Plan Update began in 2006 and was completed in 2010. The intent of this Master Plan Update is to provide guidance that will enable airport management to strategically position its facilities for the future by maximizing operational efficiency and business effectiveness, as well as by maximizing property availability for aeronautical development through efficient planning. While long-term development is considered in master planning efforts, the typical planning horizon for the Master Plan Update is 20 years.

The Federal Aviation Administration provides guidance for master plan development in FAA Advisory Circular 150/5070-6B, *Airport Master Plans*. Although not required, the advisory circular strongly recommends airports prepare a master plan. Funding for the Master Plan Update is provided primarily by the Federal Aviation Administration through an Airport Improvement Program grant. FAA guidance includes a public engagement process which is appropriately scaled to the complexity of the study.

This Master Plan Update will advance the airport's development process with strategic public participation. The purpose of this Public Communication Program (PCP) is to outline the process by which airport staff will provide information to the public as well as receive information from the public. Airport management's goal is to provide transparency in the master planning process which builds on existing relationships and fosters further cooperation between the airport and the community it serves. The role of public involvement is crucial to successful planning as it identifies and empowers key community stakeholders throughout the planning process.

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ACRONYMS AND ABBREVIATIONS

Airport	Eugene Airport Administration
AAC	Airport Advisory Committee
CAC	Citizen Advisory Committee
Consultant	RS&H
PCP	Public Communication Program
TAC	Technical Advisory Committee

1.1 AIRPORT ADMINISTRATION

Eugene Airport (Mahlon Sweet Field) is owned and operated by the City of Eugene through its Airport Division of the Department of Public Works (Airport), employing management and staff to oversee daily operations, budgeting, planning, engineering and construction. Airport management is directed by the Eugene City Council and advised by the Airport Advisory Committee (AAC). The AAC reviews airport policy, capital improvement projects, finances, environmental concerns, and other matters and provides recommendations from the perspective of the Eugene citizenry.

1.2 EUGENE AIRPORT PUBLIC COMMUNICATION PROGRAM

The Eugene Airport Public Communication Program (PCP) defines the process and channels through which communication can take place between airport management and its stakeholders. It defines guidelines for administering the PCP, actions to be taken, and assigns responsible parties for those actions.

1.2.1 Airport Communications Philosophy

Airport management desires to communicate information about both its operations and events that are of interest to travelers, residents of Eugene and its surrounding communities, and other interested parties. Leadership within the airport is committed to maintaining lines of communication through press releases, online notifications, in-person meetings, and other methods informing interested parties about airport events and actions that have an effect on their lives and livelihoods.

Airport staff works with numerous community and government organizations on a regular basis and strives to maintain a transparent and positive relationship with stakeholders such as area businesses, neighborhoods, government officials, community groups, and other interested parties. The Public Communications Program documents airport management's mission with regard to maintaining transparency and open lines of communication with those stakeholders and establishes guidelines for effective two-way communication between the entities. Airport management will adhere to the PCP to the greatest practical degree.

1.2.2 Public Communication to the Airport

Airport management has established lines of communication designed to allow public access to information about the Airport Master Plan as well as conduits for providing comments and concerns. These lines allow the airport staff to respond to reasonable inquiries that relate to airport operations and development in a timely fashion.

Airport management has established several methods for individuals and organizations with an interest in the Airport Master Plan, or that have an inquiry or comment, to communicate with airport staff or become involved in airport and community related activities:

- » Use published methods for communication with airport staff (*Section 1.2.2.1*).
- » Attend scheduled public meetings concerning the Airport Master Plan Update.
- » Sign up for City of Eugene newsletters and alerts (*Section 1.2.2.1*).
- » Participate in the Eugene City Council process (information available at www.eugene-or.gov).

- » Create a *myConnections* account through <http://www.eugene-or.gov/1614/Contact-Us>.
- » Submit comments, complaints, and questions through recognized means such as the online comment form.
- » Comply with published guidelines and timelines for comments.

1.2.2.1 Airport Contact Channels Available to the Public

Airport staff can be reached through both traditional and modern means of communication. The following sections identify the many methods of reaching the airport to provide comments, ask questions, and express concerns.

1.2.2.1.1 Airport Physical Addresses

- » Eugene Airport Terminal Building
28801 Douglas Dr.
Eugene, Oregon 97402
- » Eugene Airport Administration
28855 Lockheed Dr.
Eugene, OR 97402

1.2.2.1.2 Airport Telephone Contacts

- » Eugene Airport Administration
541-682-5430

1.2.2.1.3 Airport Web Addresses

- » Eugene Airport Master Plan Update Webpage
<http://www.eugene-or.gov/1060/Master-Plan-Update>
- » Eugene Airport Administration Email
pwairport@ci.eugene.or.us
- » Eugene Airport Main Web Address
www.flyeug.com
- » Contact Us Link
<http://www.eugene-or.gov/1745/Contact-the-Airport>
- » Airport Blog
<http://www.eugene-or.gov/Blog.aspx?CID=3>

1.2.2.1.4 Online Public Notice and Subscriber Lists

- » City of Eugene Mailing List Signup
<https://www.eugene-or.gov/list.aspx>

1.2.3 Airport Communication to the Public

The airport administration has certain responsibilities to federal and state authorities as well as through established protocol to address communication at the local level. In order to meet this local obligation the airport staff has established lines of communication designed to disseminate information to the public in a timely manner. The following sections discuss required communication, the public notice process, and regular forms of communication that will be provided throughout the master plan process.

1.2.3.1 Required Communication

Airport staff will use these guidelines to communicate with the following offices; or for the following required processes:

- » U.S. Congressional Delegation – Airport staff will respond to requests for meetings and/or information as requested.
- » Federal Aviation Administration – Airport staff will respond to requests for meetings and/or information as requested.
- » State of Oregon Governor’s Office - Airport staff will respond to requests for meetings and/or information as requested.
- » State of Oregon Legislature – Airport staff will respond to requests for meetings and/or information as requested.
- » City of Eugene Mayor’s Office – Airport staff will respond to requests for meetings and/or information as requested.
- » Lane County Board of County Commissioners - Airport staff will respond to requests for meetings and/or information as requested.
- » National Environmental Policy Act – As required within NEPA policy, Airport staff will respond to requests for meetings and/or information as requested.

1.2.3.2 Public Notice and Announcements

Airport management is responsible for complying with laws and regulations that establish the basic means for providing notice for all projects and public meetings. Any airport related event that requires public notice pursuant to statutes or regulations will be published a minimum of 7 days in advance. The Airport administration will comply with any changes in public notice regulations that may occur in the future. Public meetings will require:

- » Timely notice via publications and/or media outlets – Consultant will provide materials to be published and circulated by airport staff per City of Eugene requirements. The following publications and/or media outlets will be used by the Airport:
 - ♦ Register Guard Newspaper
 - ♦ Eugene City Meetings Calendar
 - ♦ Social media as further defined below in Section 1.2.3.3
- » Timely notice through physically posted publications – Consultant will provide materials to be posted, distributed, and/or made available to the public by the Airport administration per City of Eugene requirements. Publications will be located in the following places:
 - ♦ Airport Administration Building (address provided above in Section 1.2.2.1.1)

Materials that are needed for distribution by airport staff will be created by the Consultant and may include, as appropriate, all or some of the following:

- » Meeting schedules
- » Meeting agenda
- » Meeting briefing packets
- » Meeting summaries
- » Specific graphic exhibits
- » Project newsletters
- » PowerPoint presentations

All materials will be presented to airport staff for approval prior to being used in any public setting.

1.2.3.3 Social Media

The following social media platforms will be maintained by the airport staff throughout the master planning process:

- » Facebook - <https://www.facebook.com/flyEUG>
- » Twitter - <https://twitter.com/flyEUG>

Social media content will be created by the Consultant and provided to the Airport for distribution and will consist of the following:

- » Meeting schedules
- » Meeting agendas
- » Meeting briefing packets (prior to scheduled public meetings)
- » Meeting summaries and graphics
- » Links to Master Plan Update content as it is completed and available online

1.2.3.4 Media Inquiries

All media inquiries shall be handled by the Public Information Officer Casey Boatman. Contact information is provided in **Figure 1**.

1.2.4 Public Meetings and Workshops

Public meetings and workshops will be held at key points in the master planning process to establish dialogue and receive input from the community. A total of seven stakeholder advisory committee meetings will occur throughout the process at three month intervals. These meetings will be associated with major milestones in the planning process. (Meeting times are subject to change according to project progression and airport staff requirements.)

1.2.4.1 Open House Events

The Consultant, on behalf of Eugene Airport, will host two open house events to allow interested parties to view and understand the master plan process and its progression. Airport staff will be present during these events but will not be required to present any materials. Content for these events will be provided

by the Consultant and approved by the Assistant Airport Director. Guidelines for these events are as follows:

- » Events will be scheduled concomitantly with Airport Advisory Committee meetings.
- » Presentation materials will be provided to airport staff by the Consultant and made available for public viewing and distribution by airport staff. Materials will include:
 - ♦ PowerPoint presentations
 - ♦ Static displays and graphics
 - ♦ Summary handouts
- » Presentation materials will be made available by the Airport on the airport website prior to, and after, the event as appropriate.
- » Attendance will be documented by the Consultant and included in Master Plan Update appendices.
- » Public questions and comments will be documented by the Consultant and considered during the master planning process.

1.2.5 Stakeholder Advisory Committees

FAA Advisory Circular 150/5070-6B, *Airport Master Plans* recommends the creation of two types of committees, one for technical planning review and the other for community input, each of which adds value through the public participation aspect of the master planning process. The Eugene Airport Master Plan Update process will include a version of each committee type. The first committee is a Technical Advisory Committee (TAC). The TAC is made up of key airport staff, City of Eugene officials, FAA staff, and RS&H consulting staff. This group will evaluate the master plan's technical merit throughout the planning process. The second committee is the Citizen Advisory Committee (CAC). The CAC consists of community representatives from diverse sectors including, aviation, education, government, technology, health, travel, and other industries specific to the region. This group serves as a sounding board and information exchange group for stakeholders as it reviews plans and proposals throughout the process. The CAC has the ability to weigh recommendations against community goals, values, and needs. Both committees are advisory in nature, having no decision making power, however, input received from these committees is taken in high regard and can strongly influence the direction taken during the master planning process.

Figure 1 on the following page contains contact information about two master planning advisory committees as well as individual roles and responsibilities throughout the process.

This person must be informed that a decision or action has been taken.

Citizen Advisory Committee				
Kristin Maurer	Delta Global Services	Eugene Airport, 28801 Douglas Dr, Eugene, OR 97402	kristin.maurer@delta.com	541-688-1440 (Ext 11)
Steve Boulton	Lane Aviation Academy	4000 E. 30th Ave, Eugene, OR 97405	boultons@lanecc.edu	541-463-4195
John Bowden	Atlantic Aviation	Eugene Airport, 90454 Boeing Dr, Eugene, OR 97402	john.bowden@flightcraft.com	541-688-9291
Wally Anderson	Synergy Air	3288 Lakemont Drive, Eugene, OR 97408	wallyatsynergair@gmail.com	541-913-0610
Shad Turner	Lawrence Air Service	90295 Air Cargo Way, Ste. 4, Eugene, OR 97402	shad@lawrenceair.com	541-689-3331
Matt Hogan	Airport Advisory Committee	-	mhogan777@aol.com	541-484-4422
Dave Hauser	Eugene Area Chamber of Commerce	1401 Willamette St., Eugene, OR 97401	daveh@eugenechamber.com	541-242-2350
Jackie Mikalonis	South Valley/Mid Coast Regional Solutions	1715 Franklin Blvd., Rm. 225, Eugene, OR 97403	jackie.mikalonis@oregon.gov	503-881-6871
Kari Westlund	Travel Lane County	754 Olive St., Eugene, OR 97401	kari@travellanecounty.org	541-484-5307
Cale Bruckner	Technology Sector	-	cale@concentricsky.com	541-342-8456
Nigel Francisco	Food and Beverage Sector	-	nigel@ninkasibrewing.com	541-342-8456
Monique Danziger	Healthcare Sector	-	mdanziger@peacehealth.org	541-686-3657
Karen Hyatt	Higher Education Sector	-	khyatt@uoregon.edu	541-346-5351
Heath Kasper	Wood Products Sector	-	krkt@aol.com	541-990-5926
Tim Mayer	Chief Pilot Emerald Forest Products	-	tmayer@emeraldforestproducts.com	541-915-5536
Tim Mayer (same)	Chief Pilot King Estate	-	timm@kingestate.com	541-915-5536
Heather Peck	Oregon Department of Aviation	3040 25th St. SE., Salem, OR 97302	heather.peck@aviation.state.or.us	503-378-3168
Mary Camarata	Oregon Department of Environmental Quality	165 E. 7th Ave., Ste. 100, Eugene OR 97401	camarata.mary@deq.state.or.us	541-687-7435
Elizabeth French	Corvallis Econ Development Advisory Board	-	elizabeth.french@ch2m.com	-
Fred Abousleman	Cascades West Council of Governments	301 SW 4th St., Ste. 140, Corvallis, OR 97333	fabousle@ocwcog.org	541-758-1595
Keir Miller	Lane County Planning	3050 N. Delta Hwy., Eugene, OR 97408	kier.miller@co.lane.or.us	541-682-6930
Brenda Wilson	Lane Council of Governments	859 Willamette St., Ste. 500, Eugene, OR 97410	bwilson@lcog.org	541-682-4283
Pat McGillivray	Bethel School District	4640 Barger Dr., Eugene, OR 97402	pat.mcgillivray@bethel.k12.or.us	541-689-3280
Tim Simon	Lane Transit District	3500 East 17th Ave., Eugene, OR 97403	tim.simon@ltd.org	541-682-6194
Alberta Cook	Active Bethel Citizens	-	amcc0@yahoo.com	541-682-5009

	Task 1 Project Design & Work Plan	Task 2 Public Communication Program	Task 3 Inventory, Surveys, & Data Collection	Task 4 Aviation Forecasts	Task 5 Facility Requirements / Demand Capacity	Task 6 Alternatives, Evaluation, & Sustainable Recs	Task 7 Landside Access, Circulation & Parking	Task 8 Environmental Overview	Task 9 Aeronautical Surveys	Task 10 CIP / Implementation Planning	Task 11 Financial Feasibility Analysis	Task 12 Airport Layout Plans	Task 13 Final Documentation
A	C	I	I	I	R	I	I	I	I	I	I	I	I
C	C	C	C	C	C	C	C	C	C	C	C	C	C
I	I	C	C	C	I	C	I	I	I	C	I	C	C
I	I	C	C	I	I	C	C	I	I	C	I	C	C
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Eugene Airport – Public Communications Program

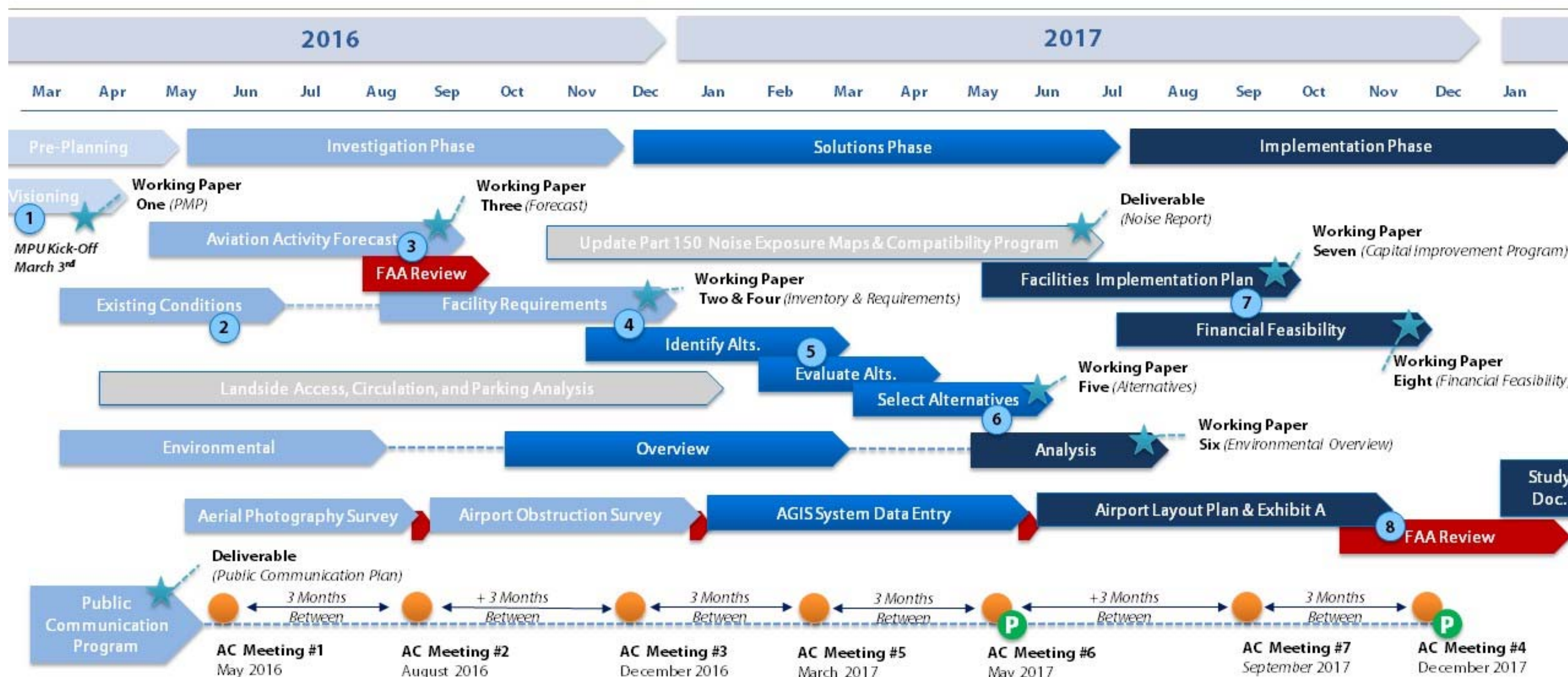
1.2.6 Interested Parties

Beyond the people, agencies, and organizations participating in the advisory committees, other groups within the region may be interested in staying abreast of master plan progression. Airport staff will maintain an “Interested Parties” list and distribute information as appropriate to groups maintained on that list.

1.2.7 Master Plan Schedule, Review, and Renewals

Airport staff may update the Public Communications Plan based on both public comments and recommendations from the AAC throughout the Master Plan Update. The Master Plan Schedule, including TAC/CAC meeting and public open house dates, is provided on the following page (**Figure 2**) but is subject to change as the project schedule progresses and as airport staff schedules dictate.

Master Plan Schedule



RS&H

Updated March 1st 2016

P = Public Open House

FIGURE 2
MASTER PLAN SCHEDULE